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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method of modulating transcription in a cotton plant, the method comprising introducing into the cotton plant a recombinant expression cassette comprising a promoter sequence operably linked to a heterologous polynucleotide sequence encoding a cotton MYB polypeptide, wherein the polynucleotide comprises a sequence at least 80% identical to SEQ ID NO:1 having at least 95% identity to SEQ ID NO:2, wherein said cotton MYB polypeptide increases cotton fiber quality.

Claim 2 (canceled).

Claim 3 (previously presented): The method of claim 1, wherein the polynucleotide is as shown in SEQ ID NO:1.

Claim 4 (canceled).

Claim 5 (previously presented): The method of claim 1, wherein the polynucleotide encodes a MYB polypeptide as shown in SEQ ID NO: 2.

Claims 6-7 (canceled).

Claim 8 (previously presented): The method of claim 1, wherein the promoter directs expression of the polynucleotide sequence in cotton fibers.

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Claim 9 (previously presented): The method of claim 1, wherein the modulation of transcription results in alteration of root hairs.

Claim 10 (previously presented): The method of claim 9, wherein the promoter sequence directs expression in roots.

Claim 11 (currently amended): A recombinant expression cassette comprising a promoter sequence operably linked to a heterologous polynucleotide sequence encoding a cotton MYB polypeptide, wherein the polynucleotide comprises a sequence at least 80% identical to SEQ ID NO:1 having at least 95% identity to SEO ID NO:2, wherein said cotton MYB polypeptide increases cotton fiber quality.

Claim 12 (canceled).

Claim 13 (previously presented): The expression cassette of claim 11, wherein the polynucleotide is as shown in SEQ ID NO: 1.

Claim 14 (canceled).

Claim 15 (previously presented): The expression cassette of claim 11, wherein the polynucleotide encodes a MYB polypeptide as shown in SEQ ID NO: 2.

Claim 16 (canceled).

Claim 17 (previously presented): The expression cassette of claim 11, wherein the promoter directs expression of the polynucleotide sequence in cotton fibers.

Claim 18 (previously presented): The expression cassette of claim 11, wherein the promoter sequence directs expression in roots.

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Claim 19 (previously presented): A cotton plant comprising the expression cassette of claim 11.